

## Retail Trends

expanded

~~greater~~ competitive promotional supp

RJR appears to be shifting promotional emphasis

• Competitors <sup>are</sup> ~~appear to be expanding~~ promotional support in preparation for summer programs

• RJR appears to be shifting promotional emphasis towards Monarch and Winston free product offers.

• ~~PMT's growth has slowed~~

this may have slowed PMT's growth in the last four per week period.

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